

contrary, contributes to their effective impact. This method of protection, using several legal instruments at the same time, is known as multi-layered protection.

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THE PROSPECTS OF RURAL TOURISM IN UKRAINE

Resting in the countryside has never been something new for Ukraine. Our country has all the necessary resources for the development of this type of tourism. It is possible to notice the trend of growing interest of tourists in ecological recreation. People want a real vacation which means to leave the city and enjoy the beauty of nature, away from all this hustle and bustle.

Agritourism, or rural tourism is a type of tourism that involves visiting rural areas in villages, on farms, in comfortable peasant houses, in agro-homes. This type of tourism is aimed at getting to know how to use the natural, cultural, historical and other resources of the countryside to create a tourist product.

There is no precise definition of the concept of agritourism in the Law of Ukraine “On Tourism”. Rural tourism in Ukraine is a growing sector that offers visitors the opportunity to experience the country's rich cultural heritage, picturesque landscapes, and traditional way of life. Ukraine's rural areas are known for their charming villages, historic sites, natural beauty, and warm hospitality.

Rural tourism in Ukraine often focuses on activities such as agro-tourism, eco-tourism, cultural tourism, and outdoor adventures. Visitors can participate in farm stays, traditional crafts workshops, culinary experiences, hiking, biking, and wildlife watching.

One of the key benefits of rural tourism in Ukraine is its positive impact on local communities. By attracting visitors to rural areas, tourism helps create jobs, support local businesses, preserve cultural traditions, and improve infrastructure. Additionally, rural tourism can contribute to sustainable development by promoting environmental conservation and responsible tourism practices.

Rural tourism does not have a harmful impact on the environment, unlike the mass one, and at the same time makes a significant contribution to regional development. It allows to use an existing housing facilities and does not require significant investment costs.

Despite its potential, rural tourism in Ukraine faces challenges such as limited infrastructure, lack of marketing and promotion, and seasonality. However, efforts are being made to overcome these challenges through government support, community involvement, and partnerships with private sector stakeholders.

Overall, rural tourism in Ukraine offers a unique and authentic travel experience for visitors seeking to explore the country's countryside, connect with local communities, and contribute to the sustainable development of rural areas.

Ukraine has significant tourism potential. Rural tourism is a promising direction development of the tourism industry in all regions, which attract tourists with their natural features and rich historical and cultural heritage.

But at the same time, in each region there is a significant untapped and underdeveloped human resource recreational potential for the development of rural tourism, which can be effectively used in the future in recreational tourism goals.

The state should stimulate development of small entrepreneurship in the field of recreation in the village and create conditions for comprehensive encouragement of the population to participate in development rural tourism.

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